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7 Jul 2010  
VMAC-QOL Subcommittee  
757-322-9100  
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Subj: CONCEPT OF OPERATIONS PROPOSAL-RESOURCE AND AWARENESS  
CAMPAIGN FOR GUARD AND RESERVE

**1. Background**

- On 20 April, VMAC requested Quality of Life subcommittee to develop a Concept of Operations (CONOPS) to recognize and help the families of Guardsmen and Reservists to get better acquainted with the installations as many do not know the resources available to them. The goal is to inform National Guard and Reserve Service Members and families of benefits available on military installations and to acknowledge their service to the Nation and Commonwealth of VA.

**2. Executive Issues**

- State and Federal agency (DOD and Department of Military Affairs) policies differ; agreement regarding policy and funding/resourcing are necessary prior to planning and executing a CONOPS.
- Obtaining all levels of buy-in and support from DOD/National Guard/Reserve/Installation is necessary for a successful campaign.
- Marketing the information to the National Guard and Reserve families would be the responsibility of the respective units' chain of command.
- Executing the campaign during FY10 or FY11 is important to ensure the maximum numbers of families are allowed to receive appropriate benefits.

**3. Discussion**

- The QOL Subcommittee met on three occasions to discuss the CONOPS proposal.
- The intent and desired effect, to increase awareness and understanding of National Guard and Reserve resources, has merit and would be beneficial; however, executive issues have been identified for VMAC consideration.

**4. Proposed Way Ahead**

- Identify a subcommittee of approximately 5 with representation from various bases, QOL subcommittee members, National Guard representative, and Office of Commonwealth Preparedness. This subcommittee would develop the detailed campaign plan, identify and determine stakeholders who can advocate and support the campaign, and complete the CONOPS.
  - CONOPS should identify a timeframe when specific military installations would recognize National Guard and Reserve families and provide installation specific information on the benefits available to Guard and Reservists.
  - The CONOPS should include the goal, outreach strategy, event plan, and execution strategy.
- Installation support:
  - In order to reduce confusion, installation benefits should be limited to those benefits available to ALL and should not address benefits available to those of deployed service members.
  - Only the largest military installations should be asked to participate in the recognition campaign as they have the quality of life resources that the Guard and Reservists would be most interested in; base exchanges, commissary and such.
  - Suggested installations
    - Joint Base Myer-Henderson Hall
    - Joint Base Langley-Eustis
    - Joint Expeditionary Base Little Creek – Fort Story
    - NAS Oceana

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- Norfolk Naval Base
- Ft. Belvoir
- Ft. Lee
- Defense Supply Center Richmond

**5. Recommendation**

- VMAC evaluate executive issues and determine if/when DOD, Reserve Affairs and VA Military Affairs involvement is needed.
- VMAC determine an agreeable plan for all entities that captures the intent of the goal- To inform Guard and Reserve Service Members and families of benefits available on military installations and to acknowledge their service to the Nation and Commonwealth of VA.